



# Safety and Security Trade Mission

## Saudi Arabia and Egypt – March 17–23, 2006

Optional stop: Amman, Jordan – March 26&27



## Three Great Markets for U.S. Safety and Security Products



**Saudi Arabia:** Imports of security equipment were estimated at US\$339 million in 2004, with a market increase of 35-40 percent expected annually over the next two years. A sizeable portion of the country's current fiscal surplus has been allocated to increase the security budgets for all government departments.

**Egypt:** The safety and security market is doing well in Egypt and it is expected to increase steadily in the coming years. The government is looking for specialized companies working in the field of security and other related business and it wants to become acquainted with the most up-to-date security technology available.

**Jordan – optional stop:** Jordan is one of the most stable and secure countries in the Middle East, and the Jordanian Government gives the safety and security sector strong attention. The local market depends totally on imports, with a market size estimated at \$71 million in 2004, and expected growth to be 10-15% per year in the coming three years.

**Additional Opportunities:** This trade mission is scheduled to coincide with the *Special Operations Forces and Homeland Security Exhibition (SOFEX)* taking place in Jordan on March 27-30, 2006.

### Safety and security products are greatly needed in this region

- Border control and security is increasingly important. Products ranging from walk-through metal detectors to physical security controls are key to keeping these countries safe from threats.
- Banks and other corporations are especially concerned about access control and information security technology. Biometrics solutions or hologram imprints for ID and credit cards are in high demand.
- Maritime and air transport sectors in this region are increasingly seeking solutions for security concerns.
- New developments, such large real estate development projects, both commercial and residential, present important opportunities.

End-users are becoming more sophisticated about using safety and security products, both on a personal and corporate level. As awareness of what new products are available increases, so will the demand for these items.

### Best prospects:

#### > Basic safety and security products

- Physical security solutions for border control – cargo scanning equipment, road blockers, etc.
- Burglar alarms, smoke detectors, car alarm systems, fire pumps and alarms
- Traffic control systems, GRPS
- Personal safety products (mainly for industrial use)

## > High technology items are in increasing demand

- Access control systems, intrusion detection systems, and assault reporting devices (panic buttons)
- Electronic surveillance equipment, CCTV
- Information security technology (logins, passwords, software, and hardware security)
- Biometric-based or hologram technologies and integrated systems

## Mission Itinerary

<b>Riyadh:</b> 3/17-19	The capital of Saudi Arabia. Government Ministries and many decision makers are based here. March 17: evening introduction, March 18: start of official activities.
<b>Dhahran:</b> 3/20-21	Headquarters for Saudi Aramco, the world's largest oil company. Also home to Saudi's petrochemical industry and 75 percent of the country's heavy industry.
<b>Cairo:</b> 3/22-23	The capital of Egypt. As the administrative center and home to over 20 million people, a representative appointed here would cover all of Egypt.
<b>Optional Stop:</b> 3/26&27	The capital of Jordan. As a major political, administrative, and business center in the region, Amman is a key distribution center for U.S. products into Iraq. Includes a visit to <i>Special Operations Forces and Homeland Security Exhibition (SOFEX)</i> .

## Why You Should Participate

Doing business in these countries—finding agents, registering products, understanding local procurement policies, protecting intellectual property rights, and observing rules governing business activity by foreign firms—requires solid knowledge of the markets. This trade mission will aid you in developing the good connections that are a prerequisite for business success here.

## Eligibility Requirements and Participation Fees

This trade mission is open to U.S. firms in the safety and security industry, including security devices such as alarms, access control systems, border scanning equipment, etc.; safety products such as fire extinguishers and items for personal protection in industrial settings; and related industries such as IT and related technologies as they related to security systems and solutions. Products promoted on this trade mission must be produced in the United States or have U.S. content representing at least 51 percent of the value of the finished good or service. Please see the official trade mission statement for details of eligibility requirements.

The participation fee is \$1,995 for a company's first representative and \$500 for each additional representative. Cost of optional stop in Jordan will be \$900, call Lisa Huot for details at 202-482-2796.

The participation fee **does not** include hotels, meals (except hospitality events), airfare, or other travel costs.

## Return the Fax-Back Response Form to Get an Application Kit

Name: ☐ Dr. ☐ Mr. ☐ Ms. / Mrs.

Title:

Company:

Address:

City:

State:

Zip:

Phone:

Fax:

E-Mail:

Website:

**Complete and fax the form below to Lisa Huot at 202-482-0115 or e-mail [lisa.huot@mail.doc.gov](mailto:lisa.huot@mail.doc.gov)**